

TODS Fees and Costs

The TODS program is self-sufficient. This means that NCDOT does not profit or gain revenue from the fees, but assesses them to cover all costs associated with TODS including program administration.

The NC Administrative Code requires an annual fee of \$200.00 per sign. Sign fabrication costs are the responsibility of participating businesses. These are the only costs to participate in the TODS program.

Non-Qualifying Businesses

Shopping malls, furniture stores, drug stores, movie theaters, community business districts, appliance stores, automobile or truck dealerships or garages, houses of worship, real estate offices, livestock sales facilities, sand and gravel facilities, grocery stores, gas or vehicle service stations, bars, lounges, adult establishments, adult video, book, or novelty stores, medical facilities, and restaurants are not considered either "tourist oriented businesses" or "tourist oriented facilities."

TODS Application Process

If you believe your business meets the qualifications summarized in this brochure, and you would like to apply for the TODS Program, please contact your Division TODS Coordinator using the information herein. The Coordinator will provide any necessary forms and determine if the TODS program can serve your business!

NCDOT Division Contact Information

Inquiries about the Program should be directed to the Division TODS Coordinator

Division 1 (252) 482-7977

Bertie, Camden, Chowan, Currituck, Dare, Gates, Hyde, Martin, Northhampton, Pasquotank, Perquimons, Tyrrell, Hertford, Washington

Division 2 (252) 830-3490

Beaufort, Carteret, Craven, Green, Jones, Lenoir, Pamlico, Pitt

Division 3 (910) 341-0300

Brunswick, Duplin, New Hanover, Onslow, Pender, Sampson

Division 4 (252) 237-6164

Edgecombe, Halifax, Johnston, Nash, Wayne, Wilson

Division 5 (919) 220-4600

Durham, Franklin, Granville, Person, Vance, Wake, Warren

Division 6 (910) 486-1493

Bladen, Columbus, Cumberland, Harnett, Robeson

Division 7 (336) 334-3192

Alamance, Caswell, Guilford, Orange, Rockingham

Division 8 (910) 947-3930

Chatham, Hoke, Lee, Montgomery, Moore, Randolph, Richmond, Scotland

Division 9 (336) 703-6500

Davidson, Davie, Forsyth, Rowan, Stokes

Division 10 (704) 982-0101

Anson, Cabarrus, Mecklenburg, Stanly, Union

Division 11 (336) 667-9111

Alleghany, Ashe, Avery, Caldwell, Surry, Watauga, Wilkes, Yadkin

Division 12 (704) 480-9020

Alexander, Catawba, Cleveland, Gaston, Iredell, Lincoln

Division 13 (828) 251-6171

Buncombe, Burke, Madison, McDowell, Mitchell, Rutherford, Yancey

Division 14 (828) 631-1185

Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Polk, Swain, Transylvania

This brochure is not intended to fully describe all the regulations and requirements for the TODS program. See Program website for details.



NCDOT TODS Program

<http://www.ncdot.org/preconstruct/traffic/tepp/T-08/T-08.html>

Tourist Oriented Directional Signing



TODS Purpose

The Tourist Oriented Directional Sign (TODS) program was established in North Carolina in 2001. The North Carolina Department of Transportation (NCDOT) TODS program provides the opportunity for qualifying businesses or facilities to be signed on NCDOT highway right of way. These signs are intended to help tourists find businesses of substantial interest and thereby promote tourism in North Carolina.

To qualify for the TODS program the business or facility must be a tourist attraction, such as an amusement park, a cultural center, or a natural phenomenon. A Lodging or Camping facility is required to have a minimum of two on premise amenities to qualify.

TODS panels are 72" x 16" and include the individual business name, distance, and directional arrow. TODS panels are provided to the Department by the business.



TODS are intended for installation in rural areas at intersections. They are not allowed on freeways, interchanges, or on ramps.

Attractions desiring signing on fully controlled access highways, such as freeways and interstate routes, should pursue Logo signing, which is a separate program offered by the Department. See www.ncdot.org/preconstruct/traffic/tepp/L-12/L-12.html

TODS Eligibility

Unfortunately, not all businesses are eligible to be signed by the TODS program. Eligibility criteria includes, but is not limited to the following:

- It does not restrict access to its facilities by the general public.
- It complies with all applicable laws, ordinances, rules, and regulations concerning the provision of public accommodations without regard to race, religion, color, age, sex, national origin, disability, and any other category.
- It is in continuous operation at least eight hours a day, five days a week during the normal operating season.
- It is licensed and approved by the appropriate State and local agencies regulating the particular type of business or activity.

The Business must:

-Have 30% of the products and services be unique to tourists' interests and tourists must account for at least 40% of the total revenue of the business.

Or...

-Derive 51% of income or visitors during the normal business season from road users not living within a 20 mile radius of the facility.

In addition, Lodging and Camping Facilities must have two of the following amenities on the property:

- Hiking or bicycle trails
- Horseback riding
- Fishing
- Golfing (excluding miniature golf, driving ranges, chip and putt areas and indoor golf)
- Rafting
- Skiing
- Indoor spa with attendant
- Listing on the National or State Historic Register
- Renown for exceptional architectural features, botanical gardens, or haute cuisine
- Exceptional scenic or panoramic views

TODS Location

TODS are only installed on at-grade intersections, where there is sufficient right of way and sight distance for sign placement. TODS shall be located at least 200 feet in advance of the main intersection, and TODS shall not be placed between "stop ahead" or "signal ahead" signs and the intersection. TODS shall be spaced at least 200 feet apart and at least 200 feet from all other traffic control devices. TODS panels shall not be located more than one-half (0.5) mile from the center of the main intersection and shall not be placed in the signing sequence for any other prior intersections.

TODS are only installed in rural unincorporated areas or in towns or cities with a population of less than 40,000.

The maximum distance that an attraction shall be located from the intersection containing TODS panels is five miles.

No attraction may be simultaneously signed on a TODS and any other official highway sign at the same intersection or approach.

Possible Locations

